

**Draft**  
**Governor's Council on Blindness and Visual Impairment (GCBVI)**  
**Public Information Committee Meeting Minutes**  
May 24, 2021

**Members Present**

David Steinmetz  
Dean Colston  
Janet Fisher

**Members Absent**

Ted Chittenden

**Staff Present**

Lindsey Powers

**Guests Present**

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**Call to Order and Introductions**

David Steinmetz called the meeting to order at 2:08 pm. Introductions were made and a quorum was present.

**Approval of the March 9, 2021 Meeting Minutes**

Dean Colston moved to approve the minutes of the March 9, 2021 Public Information Committee meeting. Janet Fisher seconded the motion. The minutes were approved by unanimous voice vote.

**GCBVI Outreach Discussion**

David Steinmetz inquired whether council members had attended the Arizona Council of the Blind (AzCB) State Conference held in April. Janet Fisher stated Christine Tuttle, Outreach Librarian, attended the conference and provided a presentation. Dean Colston stated he was responsible for social media for the event, which was well attended. Mr. Colston noted that AzCB Chair, John McCann, had indicated the event was as successful and other chapter events. Lindsey Powers stated she attended the event as well, and the presentations were interesting and informative. David Steinmetz stated that he was on the Board for the Vision Rehabilitation and Assistive Technology Expo (VRATE), which would be the 25<sup>th</sup> anniversary of the event and would focus on reflection. David Steinmetz stated Christine Tuttle was

the Chair for VRATE and the Board was trying to identify speakers at the event.

David Steinmetz stated that Janet Fisher had previously brought up the topic regarding the marketing of BARD. Janet Fisher stated that Bob Kresmer had made the request that the AT Committee assist the Public Information Committee on advertising BARD and getting information out to the community. Ms. Fisher stated she attended the previous AT Committee, and they discussed developing a pamphlet or brochure that could be distributed to individuals in ophthalmologist offices. Janet Fisher stated the pamphlet could include resources such as BARD, the Talking Book Library, GCBVI, and EyeKnow.AZ. Lindsey Powers stated the AT Committee had also suggested the library partner with Sun Sounds to offer an AT Hour, and offer instructions on how to access BARD, or how to use different AT or devices. Janet Fisher stated she spoke to Sun Sounds, and they were receptive to the idea, but would want to know the format and overall guidelines for that event. Janet Fisher stated Dr. Carlos Grandela and one of his staff also attended that meeting, and he indicated that he would be willing to distribute a brochure of resources developed by the committee as his office did currently offer a packet of information to patients. Janet Fisher stated her understanding that many doctor's offices did have brochures available for the public, although many had taken them down due to the pandemic. Janet Fisher stated the committee had also suggested the library develop a PSA about the library's services, although the NLS had developed several PSAs that were played for 3 months, and then were off for 3 months. David Steinmetz inquired regarding the library's current outreach efforts. Janet Fisher stated Christine Tuttle continued to provide outreach to organizations that requested presentations virtually or in person in an outdoor setting. Janet Fisher stated the AT Committee had discussed development of a workgroup to further discuss marketing efforts. Janet Fisher stated the library was currently encouraging individuals to use BARD, although the library would still offer machines to individuals that requested them.

David Steinmetz stated that Janet Fisher had also mentioned that state job announcements were requiring individuals provide a copy of their driver's license, which was not conducive to an inclusive workforce. Janet Fisher stated a patron had brought up the issue and was inquiring why a driver's license would be required for employment. David Steinmetz stated that each state agency and HR department would have their own requirements, although they should be recruiting a diverse workforce. Janet Fisher stated that some job announcements indicated that a driver's license was required if driving was an essential function of the job, so some announcements were worded differently. Ms. Fisher stated the state could benefit from having a sample job announcement with wording that would be a more accurate

description of the job. Janet Fisher stated that Bob Kresmer had indicated that he had brought up the issue to the Arizona Department of Administration (ADOA) in the past and would follow up with the agency regarding the issue. David Steinmetz stated the committee could potentially review verbiage used in job announcements that would not make that requirement. Mr. Steinmetz stated that he had that conversation with internal HR as well regarding inclusive language. Janet Fisher stated that all state agency websites should also be more accessible so that everyone was able to access them.

### **Database/Social Media Discussion**

Janet Fisher stated the overall EyeKnow.AZ statistics were up. Ms. Fisher stated the number of sessions and the number of individuals visiting the site was up to about 30 in April. Janet Fisher stated the time spent visiting the site was down to just under 1 minute, although the number of new visitors was up to 95.3. Janet Fisher stated the Assistive Technology (AT) Committee noticed that the EyeKnow.AZ database was not working and notified Lindsey Powers. Janet Fisher stated she contacted the IT Department, and they were looking into the issue. She noted there had been some recent updates to the system, which may have caused the issue. David Steinmetz stated he had received calls from caretakers and clients looking for resources, and he directed them to the EyeKnow.AZ database and the Older Individuals Who Are Blind (OIB) program. Dean Colston stated the council Linked In page had 313 followers, in which 4 were new followers. He noted the post impressions was down, the average likes were about 2-4. Mr. Colston stated the page did not receive a lot of Likes, although the engagement was about 8-12%, which was good. Lindsey Powers stated the council Facebook page remained about the same with engagement and Likes to the posts.

### **Committee Membership Discussion**

David Steinmetz stated that he continued to look for members to serve on the committee. He noted that he invited Dr. Carlos Grandela to participate on the committee but had not received a response. Dean Colston inquired whether individuals could participate on the committee if they were only able to participate remotely. David Steinmetz stated that would not likely be an issue as several council members participated remotely. Dean Colston stated that some individuals might be able to attend meetings virtually but would not be able to attend conferences or events in person. He noted that flexibility might allow more individuals to participate on the committee. David Steinmetz stated the committee would consider potential committee members that could participate remotely.

## **Agenda and Date for Next Meeting**

The next meeting of the Public Information Committee will be on Tuesday, July 20, 2021, from 2:00 pm to 3:30 pm. Agenda items are as follows:

- Annual Report Discussion
- GCBVI Outreach Discussion
- Database/Social Media Discussion
- BARD/Outreach Marketing Discussion
- Job Announcement Language Discussion
- Committee Membership Discussion

## **Announcements**

David Steinmetz stated the Foundation Fighting Blindness would hold their Vision Walk on June 12<sup>th</sup> at 9:00 am and individuals could register through the organization's website.

## **Public Comment**

A call was made to the public with no response's forthcoming.

## **Adjournment of Meeting**

Janet Fisher motioned to adjourn the meeting. Dean Colston seconded the motion. The meeting was adjourned at 3:00 pm.